

EXPERIENCE **JAPAN** IN NEW YORK CITY — WHAT'S NEW?

CHOPSTICKS

NEW YORK

5

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FREE



INDEX



Cover Feature: **Interview**
David Bouley

The most influential, award-winning star chef inculcating his attraction to Japanese cooking and tells us what we can experience at his restaurant, *Omakase* in Tribeca.

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David Bouley – Brings the Japanese kitchen to New York



The following interview was conducted on location at the Bouley Test Kitchen/Upstairs, a culinary experience that you can learn more about at www.davidbouley.com.

Since when did you get interested in Japanese cuisine?

Since the 1980's, after we would finish cooking service. We were working all day long and could not eat.

So you went to sushi restaurants after cooking all day?

We tried different cuisines but very often found ourselves in sushi restaurants. We would start to talk with the sushi chefs and tell them that we are chefs too, and start asking questions about cooking. The next thing you know, a chef is giving us special things to taste and then asking, "Do you want to come and I will show you how to make it?" Then what happened was, Bouley opened and I did not travel so I had time to cook a lot for Japanese chefs. They would come to my restaurant and I would make them special menus. I did not use any Japanese ingredients and did not know anything about Japanese food.

At that time?

Right, that was from 1987 to 1996. So then, they would invite me to visit at their restaurants and would make a special menu for me. After a while, I started to be attracted to certain techniques and things, and I was trying to understand how they were done. It started to influence my cooking. I already had an interest in the same products used in cooking, making my food fresh, and presenting it simple. I grew up on a farm and used to work on a fishing boat, so I was always a chef who tried not to complicate things too much. I realized that Japanese food is very similar. My real education started when I closed the old Bouley restaurant.

Did you visit Japan?

Yes, Mr. Tsuji* invited me to Japan and organized an intensive training. That was my first visit to Japan in 1996, and then I realized I did not know anything about Japanese food. In New York, the food is not really Japanese. So I went back and forth to Japan, eight or nine times, spending a few weeks each time.

David Bouley

In 1987 David opened Bouley in Lincoln Square Park. Bouley quickly became the most notable dining experience in New York and set a new standard for fine dining in America. Bouley achieved many accolades, including four stars in The New York Times and received James Beard Foundation awards for best restaurant and best chef. From 1991 through 1996 Bouley was cited the number one restaurant in food and popularity in the *Wine Spectator*. To this day, no restaurant has been able to achieve a 29 foot long on *Wine & Spirits* list during its

last three years. When the original Bouley closed in 1996, it was a monumental event, marking the end of a special era in New York dining. David decided to close his restaurant in June 1996 to focus on a gourmet culinary vision.

- 1997 Bouley Bakery opened
- 1998 Bouley opened
- 2002 Bouley reopened
- 2005 Bouley Bakery Market, Upstairs opened
- 2008 Bouley Test Kitchen, David Bouley Chefs on opened



David Bouley's Choice

What is your favorite Japanese restaurant in Manhattan?

MASA. I used to go to Matsuhara. Homerus is an off-go to my Upside.

Where do you find "Japan" in Manhattan?

Japan Society. Go — for alone on Madison Avenue in NYC.

I like to go and drink the new Aburahi because some shop at La Guardia plaza. Mitsuo Super market. It is in NJ, though I was maybe twice a month.

UPSIDERS

130 West Broadway, at Duane Street, NYC

tel. 212-666-5829

www.davidbouley.com



Japanese food has many health benefits. It is clean, pure, has uniqueness, is versatile, and connected to nature. The chefs use raw products and ingredients that compliment each other.

at the last kitchen of the Tsuji School. About four years ago, Mr. Tsuji and I started to discuss the possibilities of opening a restaurant together. We do the same thing here in NY and Japan. At *Upside*, we are importing many products from Japan, yuba skin, miso, kani sticks, dried fish, and bonito. Over 100 kinds of ingredients. For the best cooking, we need artisan products. I am attracted to the idea of having the best products.

Do you cook Japanese food at home?

Sometimes I make everything Japanese at home. I have very good friends who come over and go crazy about my homemade toki and the different kinds of dashi I use. I learned how to prepare sushi and sashimi and cut it. I am learning a lot.

What is Japanese Cooking for you?

At *Upside*, I do not like to do too much mixing because of what I like to call, "cultural integrity."

We like to use the best possible products that I can find. When you have studied products, you have a respect for that culture. We use one product for a long time — and have a good long relationship with it. I found this to be like Japanese cooking. Every culture makes like that. Now, to cook it altogether makes it a storm. I call this "cultural cooking."

Japanese cooking is so different in the level of refining simplicity. At the Tsuji School, there is one chef who has been cooking only Japanese smelted (kushimaki) tenmoku for 30 years, and he is still getting better. That is not an American approach. Also, Japanese ingredients have so many health benefits. There are four areas I concentrate on, 1. The constant search for nature, 2. Professional value, 3. Perfection, and 4. I am very attracted to the *Kaiseki* style. It is a very personal, unique, versatile, and beautiful art form. These four elements are the distinctive features of Japanese Cooking.

When I experience very tasty Japanese food I always ask, what is it this? I always get the same answer, dashi, miso, soy sauce, sake — maybe ginger — you have 10 million recipes for the same four ingredients. It is very interesting from a chef's point of view. Japanese cooking is really compelling.

"Mr. Hiroshi Tsuji, the president of Tsuji Culinary Institute in Osaka, Japan"

Interview: Shigeko Fukui

She is an experienced business professional for over 25 years. In 1984 she began writing about New York restaurant business news. With her extensive background, experience, and reputation in covering the local scene within the New York area she leads the writing and development of projects at La Tourne, Foreman, Service, and... In addition, she founded the first New York Corporate Japanese Culinary and Cultural Association of America, Inc. (JCCAA) in 1989. She is a member of the executive in Japan, America, and Asia represented by JCCAA Japanese Executive Trade Association. Her most books is "Eat in NY/NO: New American NY Japanese Restaurant Guide" published by Shogakukan.



Restaurant

The Newest wave - Authentic Japanese Food Culture of "yakitori"

New Yorkers are very quick learners. Now everybody seems to be able to use Chopsticks of course to enjoy Japanese dishes. It probably started with teriyaki, sushi, unagi, sake, onigiri, omakase, etc. A lot of Japanese food related terminology landed and got settled in Manhattan. Now, the latest "in" word is YAKITORI, the grilled skewered chicken dishes. The newest restaurant on the Upper East Side, TORI SHIN serves these traditional, refined yakitori dishes. Set at the yakitori bar counter seats if you can sit at this place fills you with such an uplifting energy and "joi" spirit (jo to speak, sophisticated vibration), while watching the chefs in action. The owner and chef, Mr. Shu Ikeda has a vast business background in Japan as an entrepreneur, but his passion brought him to Manhattan to help spread this authentic Japanese food culture. He created a team with business professional, Mr. Kenji Suzuki, another high-profile yakitori chef, Mr. Kachi Inoue, and excellent traditional Japanese cuisine chefs Mr. Kenji Ohta and Mr. Atsushi Kana. It took two years for them to find the best organic chicken in Pennsylvania, for their cuisine. *Kashu (High)*, *Toku (Hill)*, *Mari (Bread with rennaku)*, *Ume (yuzu)* (served with Japanese wasabi and plum puree), etc. - each part of the chicken is skewered with special sauce or salt. The unique delicacy "Sakitsa" means special chicken thigh, the goose. There is

only one Sakitsa skewer per chicken. The texture is unforgettable. Not only is it a traditional tasty food, yakitori is very healthy. Baked with charcoal fire, this cooking technique can get rid of excess meat fat in the high temperature and far-infrared rays make the chicken and vegetables juicy and soft, keeping their nutritional value and flavor.



TORI SHIN
1100 1st Avenue
New York, NY 10017
Tel: 212-688-4488

Dinner: 5:30pm-11pm
Happy Hour: 5:30pm-10pm
Rice: \$10+ up

Menu

TORI SHIN Course (\$40)
Japanese, called 4 meat skewers,
2 vegetable skewers, one choice
of rice dishes from Oyakodon,
Tama-kajidori or Edamame, and
dessert.

Desserts Course (up to \$80)
Japanese pickles, gyoza (dumplings),
rice, 15-40 pieces of cake and
vegetables.

A la carte and drink after 10pm.
One drink starts from \$5.

POPULAR MENU ITEMS

- Sakitsa
- Toku
- Ume-yuzu

From JAPAN

Wondertable Ltd. brings Union Square Café hospitality to Tokyo

On March 30, in the heart of Tokyo, a new 10-hectare complex opens. It is called "Tokyo Midtown" in Roppongi. About a 10-minute walk from the famous Roppongi Hills complex, it represents the recent contemporary Tokyo culture. Now, Tokyo Midtown appearing out of nowhere is literally a town - it comprises a package of six buildings set amongst lush greenery. Art is alive in every corner of the town and it welcomes visitors, playing a key role in the proliferation of Japanese designs around the world. Within the facility, there is an art museum, residential condominiums, a medical center, a multi-purpose hall, a 180-room hotel and numerous shops and restaurants, including Union Square Tokyo, inspired by the Union Square Café, through the licensing agreement with Union Square Hospitality Group in New York City. This complex sounds like a "compact Manhattan" for New Yorkers. Tokyo Midtown is a great experience or kaiseki to Japan, bringing together the best of both worlds.



<http://www.tokyo-midtown.com/project.html>
Nearest station: Roppongi Aburahi in Roppongi Hills Tokyo

Union Square Tokyo Info: 03-6757-1330
www.wondertable.com

Health

Earthy Stone Power – A New Trend for Healing

Bath is one of the most essential healing tools for most Japanese—who have soaked in a hot spring or a bathtub and worked off their accumulated fatigue since the early times. Recently, hot springs and saunas are so popular among the younger generations in Japan, and especially “Gamban-yoku” or spa stone is the hottest healing tool, and now it is quite a boom. Gamban-yoku involves lying on a warmed natural slate stone and relaxing. Its origin in Japan goes back to about 300 years ago. The slates release an infrared ray that makes the body hot from within. You can lie down on the stone bed for 15–20 minutes and then have a rest (cool down) for 5–10 minutes. Repeat 2–3 times. You can sweat without feeling pain or adding much pressure to the heart. It is very good for detoxing body wastes like mercury, lead, nickel, and arsenic.

You can try Gamban-yoku even in Manhattan at the NAO Salon & Spa. The Owner, Mr. Naohito Nomura, is one of the top hair stylists. The concept of the spa & salon is “total beauty,” that is, they promote beauty from within and create luscious hair and smooth skin. The Nao Salon also has eleven top stylists from around the world.

You should try the “Nao Signature Treatment” (\$250). It is a three-step wellness treatment. The first step is “warm-up.” You stand on the exercise ma-

chine, called the “body master,” which vibrates the entire body to promote the flow of blood and lymph. It also helps to align the backbone and posture. The second step is “detoxification.” Lie down on the bamboo pillow and the special stone bed Gamban-yoku that is made from Hokkaido silica and Mt. Fuji lava stones. It detoxifies your body. Then, the third step is “relaxation.” A special massage called “Body Balance Massage.” It is unique, combining shiatsu and stretching. If you want to try just “Gamban-yoku,” you can do that (\$1 hour, \$80). Summer is at hand and feeling like this is a great way to start it off right.



NAO Salon & Spa
300 Madison Avenue
Ext. 376 & 341-560
New York, NY 10017
Tel: 212 712-1111 www.naosalonspa.com
Hours: Mon-Fri 9:00am-1:00pm
Sa 9:00am-4:00pm
Sun 9:00am-6:00pm

School

New Yorkers Start a New Obsession This Summer – Learning the Power of Green Tea and the Art of the Tea Ceremony

Green tea seems to be gaining popularity in New York. First of all, the health benefits of green tea are amazing. It is one of the best ways to prevent cancer and burn fat. As you know, tea represents the traditional ritual, “sado” (or chado-yu) in Japan. The tea ceremony culture was perfected by Sen-no-Rikyu in the sixteenth century. The inner spirit of the host is considered more important than the ritual form in the tea culture, meaning that the heart of the ceremony lies in the “selfless manner” in which the host serves tea to the guests. “Selfless” may sound very challenging to New Yorkers but many seek to learn, especially after September 11, 2001. Ms. Kanako Nishimura organizes an unique lesson. Certified by Edo-senke, one of the schools of “Sado,” her lesson is held at her apartment in Tribeca, which is beautifully decorated with an Asian interior that creates a very soothing atmosphere, like an oasis in this hectic big city. She holds both traditional and more contemporary versions of her classes, which show how we can easily incorporate the Japanese tea culture into our every day New York lives. First, take a deep breath and relax. You don’t need to sit with your back straight and learn together. At Kanako’s lesson, she serves her home-

made Japanese artistic sweets – wagashi. It goes with matcha perfectly in a city known to be overwhelming, her kind and intelligent personality is sought after. If you are interested in learning about the tea ceremony, you should contact her with your name, phone number, and e-mail address.



Ms. Kanako Nishimura
Email: kanakonishimura.com
Fax: 917 208-0300



Chanto Restaurant

120 1st Avenue South
Rm. 401 & 402 (at Chulia St.)
Tel: 773-453-8888
www.chantojap.com

Mon-Fri: 11am-11pm
Sat & Sun: 10am-11pm
Sun: 10am-10pm



Chanto Restaurant Group, which operates restaurants in Japan, opened its first U.S. outpost in April 2006, right in the busy backstage of New York restaurant scene—the West Village. The first floor is a bar section while table seating is on the mezzanine level, and the second floor dining room is decorated with Japanese lacquerware wall panels, the soft indirect lighting and the warm reception by the staff give the restaurant a relaxed, homey feel. For those who would like to dine more casually, CHANTO Bar on the first floor offers a more casual food menu.

Three Gyoza Beef Burger (\$8) is a lively among the West Village's favorites. Check out other popular dishes. Flavors are just divine.



Teriyaki Pork Gyoza

Teriyaki Pork Gyoza (steamed) with special sauce and served with a healthy balsam acid provides the perfect balance between cooking techniques, the cooking technique rich in a great marriage of the pork and fish that you will find elsewhere with features.

The most popular dish among Japanese customers **BEST 3!**

- 1 Teriyaki Pork Gyoza 2 Stuffed Chicken Wings 3 Southern Black Cod

212 Fukumatsu Restaurant

211 E 12th St.
Rm. 3rd Ave & 3rd Ave
Tel: 212-754-4888

Mon-Fri: Lunch 12pm-2:30pm
Dinner 5:30pm-1:30am
Sat: 5:30pm-1:30am



There are many restaurants advertising themselves as "Japanese" these days, but when it comes to truly authentic, unadorned Japanese food, the numbers suddenly narrow considerably. For those in search of the true taste of Japan, look no farther than 212 Fukumatsu. The wide-ranging menu is underpinned by a key "secret" ingredient—homemade pure Japanese-style dashi broth. Order the soba or udon noodle dishes to try this dish that has garnered many American fans as well. 212 Fukumatsu can perfectly satisfy all your cravings for true Japanese food from its lunch, dinner and bar snack menus.



To-bee pork steaming Chawan Miso Buns

This dish is served with a pre-made dashi stock. The steaming agent and the special dashi stock is truly healthy and satisfying as well as the taste. Good partner for 2 people dishes. \$12

The most popular dish among Japanese customers **BEST 3!**

- 1 Fukumatsu A-Roll 2 A-Roll 3 Fukumatsu Special Roll

Hatsuhana Park

230 Park Avenue
Rm. 10th & 11th (at 10th)
Tel: 212-481-3000
www.hatsuhana.com

Open/Hours for
Lunch: 11:30am-2:30pm
Dinner: 5:30pm-1:30am



Good for the casual diner for traditional and fresh sushi. The combination of high quality fish and rice makes you happy! The portions on the plate are huge and satisfying. It's a great value for such high quality. Don't forget to try the varied appetizers, which are all favorites among the Japanese. Enjoy the typical Japanese way of relaxation—eat, drink and talk. Then you will see how authentic this place is—always packed with the Japanese experts, it is really a popular spot for businessmen (especially at lunchtime) too.



Beef of Chicken

Beef and Chicken Hot Pot is an elegant hot pot. The hot pot is a traditional Japanese dish. It is a popular dish to enjoy with friends.

The most popular dish among Japanese customers **BEST 3!**

- 1 Beef and Chicken Hot Pot 2 Tuna 3 Salmon Sashimi (Dishes with 100% fresh fish)

Kyotofu

705 7th Ave.
Rm. 10th & 11th (at 10th)
Tel: 212-124-0802
www.kyotofu.com

Lunch: Tue-Sun 12pm-5:30pm
Dinner: Tue-Sun 5:30pm-1:30am
Thurs-Sat 5:30pm-1:30am



In Hot's Kitchen, you will find a store with an entrance way so stylish it will make you want to peek inside and see what's inside. The answer is Kyotofu, a new style of restaurant that combines a bakery offering desserts made with tofu as a main ingredient with a sake bar. The menu includes desserts that incorporate tofu in various ways to dishes featuring typical Japanese dessert ingredients such as anmitsu (filled squares) and mochi (sticky rice cakes). A standout item is the "sashimi-pepper tofu chocolate" made with homemade tofu and accented



Sashimi-pepper tofu chocolate

Inspired with sashimi, pepper, chocolate, the dessert is a new twist. The chocolate is a perfect partner for the sashimi. The sashimi is a perfect partner for the chocolate. The sashimi is a perfect partner for the chocolate.

The most popular dish among Japanese customers **BEST 3!**

- 1 Kyotofu Sweet Tofu 2 Tofu Cheese Cake 3 Mochi Chocolate Cake

| | | |
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| 295 Third St. (bet. 3rd & 2nd Ave.) 212-673-0387 |  | |
| Upper East | Shabu-Shabu W | |
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| Upper East | Sushi House | |
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[illegible]

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| Upper East | Chauk Factory | |
| 400 N. Main St. Westport CT 06880 | 339-434-9000 | 11:00-11:00 P |
| West End | Cake Dye West End | |
| 101 E. Main St. Westport CT 06880 | 339-434-9000 | 11:00-11:00 P |
| West End | Chauk Factory | |
| 101 E. Main St. Westport CT 06880 | 339-434-9000 | 11:00-11:00 P |
| West End | Brand Page's W Village | |
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| 101 E. Main St. Westport CT 06880 | 339-434-9000 | 11:00-11:00 P |
| West End | Cake Dye East Village | |
| 101 E. Main St. Westport CT 06880 | 339-434-9000 | 11:00-11:00 P |
| West End | Gourmet Bakery | |
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| West End | PANTRY | |
| 101 E. Main St. Westport CT 06880 | 339-434-9000 | 11:00-11:00 P |
| West End | Savory Nuts & Confections | |
| 101 E. Main St. Westport CT 06880 | 339-434-9000 | 11:00-11:00 P |
| West End | Pantheons | |
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VIETNAMESE

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Shop like a Japanese chef

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Prepare the Japanese Pantry

New Yorkers love Japanese food. There are numerous Japanese restaurants in Manhattan and probably some of you would like to know how to cook that tasty stuff at home. Well, it is much easier than you think. The most important thing is to get the right Japanese ingredients ready. The basic items are soy sauce, miso, sake, su (vinegar) and mirin. These seasonings are popular among French chefs these days as well. This time, let's start with miso – the protein butter look *akete panse* add at most Japanese grocery stores. We focus on each pantry item so that you will be ready to cook Japanese food at home every day – like a Japanese chef.

What is Miso?

Miso is a rich savory paste made from fermented soybeans, salt and grain (usually rice or barley). It keeps for a year and is a protein rich addition to many dishes. It's the essential ingredient in miso soup. Red miso (*shimizu*) is dark,

high in protein, and salt. White miso (*shimizu*) is milder, sweeter, and suitable for dressing. Medium miso (*awase miso*) is all purpose, a mix of red and white miso.



Miso soup & Miso

Of course, Miso Soup

Miso soup is a traditional Japanese soup of miso bean paste suspended in dashi stock with ingredients such as vegetables added in to create a dish of typical home-made cooking. Miso contains soy protein that works wonders to you body and a variety of solid ingredients chosen to reflect and refresh the seasons that can also supplement the lack of vegetables in your daily diet. Since it requires very little time to cook, it is a popular dish on Japanese breakfast tables.

Today let me introduce a miso soup of red akamiso paste, and a miso dressing of white miso paste. The recipes will follow.



Dashi stock two bags & powder

Cooking Advisor

Reiko
Terasaki



A dedicated cooking teacher in Japan, Reiko Terasaki brings a special passion to her sophisticated classes. Her understanding and wealth of cooking knowledge help her discuss topics straight after. An expert in healthy meal planning and food service practices, Reiko also develops menus for some of Tokyo's leading restaurants.

Reiko-terasaki@japan.com info@cookingadvisor.co.jp

Miso Soup with Snow Peas & Potatoes

- Potatoes 1.0 lb
- Snow Peas 1.0 lb
- Dashi Stock 2.5 cups
- Miso 3 tablespoons



1. Peel the potatoes and cut into bite-sized pieces.
2. Cut snow peas in halves.
3. Put potatoes into boiling dashi stock.
4. Simmer until they're tender.
5. Broil miso in dashi stock. Do not boil dashi stock after you put in miso.
6. Add soup just before serving.



White-Miso Dressing & Vegetables

- Carrots 1 lb
- Cauliflower 1 lb
- Asparagus 4oz
- Cherry Tomatoes 5 pieces
- Oil 1/2 cup
- Apple Vinegar 4 tablespoons
- White Miso 2 tablespoons
- Salt & Pepper

1. Wash and cut cauliflower then cut down through cold water and drain.
2. Cook asparagus and french beans in boiling water until just cooked (chill and drain for 10 minutes).
3. Cut asparagus into three parts and cut french beans into two parts.
4. Mix oil, apple vinegar, white miso, and salt together in a bowl.
5. Place the vegetables in a dish and add miso dressing and constantly on top.
6. This dressing tastes good with any cooked such as soybeans, split and so on.



photo by Reiko Terasaki

Savor the Harmony with BANRAI



NEW! BANRAI
Banrai is a family member, "new tea" in Japanese, and represents the first month's harvest of Shincha green tea. More than 75% of all tea produced in Japan is now Banrai. Banrai is a delicate blend of tea leaves that have been harvested and lightly steamed immediately. It contains high quantities of vitamins C and B, and its flavor is freshly giving but full, robust and highly aromatic. Banrai is an icon of the beginning of spring in the Japanese tea culture.

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Miso Paste NEW!

Miso is one thing always found in every Japanese kitchen - it goes well with meat, fish and vegetables and is great widely as a seasoning in meat and vegetable dishes and in salad dressing.

Instant Miso Soup

A whole range of instant dishes are available, including instant miso soup, with the rich aroma of miso. Make your daily life pleasantly filling and warm. Ingredients include authentic Japanese food to be healthy, delicious and easy to eat.

Instructions:
 1. Empty Miso soup packet into a bowl and
 2. Add 2 cups boiling water and mix.
 Enjoy Miso soup!

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CHOPSTICKS Tricks & Trivia

Take a break - Japanese Tea Time

What is Shincha?

Shincha is family member, "new tea" in Japanese, and represents the first month's harvest of Shincha green tea. More than 75% of all tea produced in Japan is now Banrai. Banrai is a delicate blend of tea leaves that have been harvested and lightly steamed immediately. It contains high quantities of vitamins C and B, and its flavor is freshly giving but full, robust and highly aromatic. Banrai is an icon of the beginning of spring in the Japanese tea culture.

2007 NEW CROP TEA

MAEDA-EN TEA is a special treat for those who love Green Tea available only once a year for a limited time. This New Crop Tea is picked from the first young leaves of the beginning of the Spring.

Made in U.S.A. to celebrate the 2007 NEW CROP GREEN TEA to customers in North American market from early May. It has been 23 years since Maeda-en U.S.A. started shipping New Crop Green Tea directly shipped from Japan by Air to U.S. market and it has become a new spring's highlight by now.

maeda-en
 AUTHENTIC & TRADITIONAL
 TEL: 646-468-0600 www.maeda-en.com



Grocery & Liquor Guide

GROCERY

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| JRS Meat #1 543 Southern Blvd. (at 110 St.) 718-644-4362 | Japanese |
| MIM & Son's & Neph 728 Northern Blvd. (at 175 St.) 718-650-9582 | Japanese |
| Kanagaki & Co. Inc. 204-11 99th St. (at 2nd St.) 718-346-0461 | Japanese |
| Yagura 141 Ave. C (at 30 St.) Midwood 718-676-7272 | Japanese |
| Hon Ah Broom 127-02 202nd St. (at 116th St.) 718-651-2093 | Chinese |
| Wong Ng 121-05 202nd St. (at 116th St.) 718-651-0115 | Chinese |
| CHIEF NOAH  Japanese grocer & chef NOAH's new spot is a 1st up in redevelopment of West Village. Cooking space for Japanese imported kitchenware. Order online or by phone. Call: 212-477-0000 or 212-477-0001 300 West 11th St. (at 11th St.) 718-651-0000 | Japanese |
| JRS Meat #2 80-11 11th St. (at 34th St.) 718-651-0000 | Japanese |
| JRS Meat #3 34-11 34th St. (at 11th St.) 718-651-0000 | Japanese |
| MIM & Son's 220-11 11th St. (at 11th St.) 718-651-0000 | Japanese |
| Sunrise Mart 41-01 41st St. (at 11th St.) 718-651-0000 | Japanese |
| Food River Mart 41-01 41st St. (at 11th St.) 718-651-0000 | Chinese |
| Sunrise Mart, SoHo 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| Trigon Mart 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| Trigon Mart 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| Family Mart 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| Diab's & Son's Meat Market 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| Sakura-ya 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |

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| Asian Market 11-01 11th St. (at 11th St.) 718-651-0000 | Chinese |
| DAIICHI 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| B5 Seabird 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| Fuji Mart Corp. Seabird 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| Sam Sam Foods, LLC 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| Mama's 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| Enkoku 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| Ma's Japanese Foods 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| Fun-Wayon-Bo 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| Rejo-Foods 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| Family Market NJ 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| Hon Ah Broom 11-01 11th St. (at 11th St.) 718-651-0000 | Chinese |
| Mitsuba Marketplace 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| Mitsuba 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| Redwood Fisheries 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| Fuji Mart Corp. CT 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| J-Mart 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| Cherry Mart 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| Kojikaya 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |
| Nishikage 11-01 11th St. (at 11th St.) 718-651-0000 | Japanese |

LIQUOR

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| Guthrie Wines & Liquors 11-01 11th St. (at 11th St.) 718-651-0000 | Sale |
| Honey's Wine 11-01 11th St. (at 11th St.) 718-651-0000 | Sale |
| Connet Wine 11-01 11th St. (at 11th St.) 718-651-0000 | Sale |
| Master Wine 11-01 11th St. (at 11th St.) 718-651-0000 | Sale |
| Amsterdam Wine 11-01 11th St. (at 11th St.) 718-651-0000 | Sale |
| Landmark Wine 11-01 11th St. (at 11th St.) 718-651-0000 | Sale |
| Urban SO Wine 11-01 11th St. (at 11th St.) 718-651-0000 | Sale |
| Antel Wine 11-01 11th St. (at 11th St.) 718-651-0000 | Sale |

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| M.K. Import 11-01 11th St. (at 11th St.) 718-651-0000 | Sale |
| Warehouse Wines 11-01 11th St. (at 11th St.) 718-651-0000 | Sale |
| Emery's Wine 11-01 11th St. (at 11th St.) 718-651-0000 | Sale |
| New York Wine Co. 11-01 11th St. (at 11th St.) 718-651-0000 | Sale |
| September Wines LLC 11-01 11th St. (at 11th St.) 718-651-0000 | Sale |
| SMILE  SMILE STORE is a national chain of wine & spirits stores with over 100 locations in all 50 states. We have over 100 years of experience in the wine business. We are now open in the West Village. Call for more info. 11-01 11th St. (at 11th St.) 718-651-0000 | Sale |
| Tokyo Super Market 11-01 11th St. (at 11th St.) 718-651-0000 | Sale |

Format Ad from \$80 per month
Please contact us for details.

TEL: 212-431-1111 (Ex 1022)

Japanese Grocery Store **CHEZ NOAH**
is opening in the quiet area of West Village!

Grand Opening
Campaign
**SHOP OVER \$20
10% OFF**



Enjoy special for a wide selection of Japanese kitchenware and groceries.
Eat-in cafe to relax after shopping.

CHEZ NOAH

JAPANESE GROCERY
& EAT-IN CAFE

Tel: 212-675-4294 600 Washington Street (bet. Morton & Leroy)

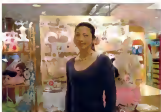
What will make you look **HOT** this summer?

Rippplu's Custom Fitting Lingerie

tired of dating, exercise, and taking supplements in order to feel beautiful in your own skin? With Rippplu's specially made undergarments, you can! Rippplu, the unique custom fit lingerie boutique, is on a mission - to support women who would like to be more beautiful, no matter what your size or shape. Lingerie is just the beginning. The Store manager, Ms. Aileen Rueda, tells how important taking care of your body is and focusing on lingerie is a good icebreaker to reflect your lifestyle. When you come to Rippplu, their in-store fitting counselors help determine the exact size bra for you through the Rippplu system that not only measures your body, but your health too.



Monitor's Experience



Yuleno Mizuno, who is a jewelry buyer, was seeking a bikini-ready body for the summer. She experienced the comfort of Rippplu's signature bra, Bradell's, through a consultation. "I was really inspired by what they do. First, I have never received such great service like this before. The most amazing thing is that my breasts look much bigger and I feel very comfortable. I know so many bras that make our breasts look bigger with lots of padding. But this bra only has this pads, and makes my breasts look larger naturally. Their counseling is amazing. They taught me how to use this bra and how to wash it. Maintenance of it matters as well. They also told me that I don't need to spend a lot of money on expensive bras or body-suits that other companies claim I can wear forever. I found all of her advice helpful and made perfect sense. I'm going to wear their bra and look fabulous this summer!"



RIPPPLU NEW YORK STORE

575 5th Avenue, 2nd Fl.
Tel: 478 34 1, NYC
Tel: 212-599-7223
<http://Rippplu.com>

Rippplu

1. Clinic service

http://Rippplu.com/foundation_clinic_service.php
Counseling, measuring, fitting, alterations, after care

2. Price

Custom fitting can be expensive, but Rippplu's lingerie is long lasting and they teach you how to keep it for an extensive period. For that durability, it is very reasonable.

3. Health benefit

Good lingerie will change not only your body shape but also your health. It prevents shoulder ache, other body muscle aches and helps keep good posture.

Chapeticks Special Campaign

(show Twitter page as well)

If you bring Chapeticks magazine and buy over \$50, you can get a \$5 discount.

(Until 04/06/2007) Except sale items, and other promotional merchandise)



Beauty Guide

Source: *Journal of the American Statistical Association*, 93, 1998, pp. 1013-1027. Copyright 1998 by the American Statistical Association.

HAIR SALON

Weekly Course III

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|  | Top Gun 1986 PG-13 1986 | Shogun Shogun 1986 PG-13 1986 |
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| Address | Seller Price |
|--|-----------------------------|
| 23 Ave 10 / North St, Succasun, NJ 07088 (201) 338-0307 | \$ 230,000 |
| Colonial | Seller Price |
| 111 Remondale Ave, Montclair, NJ 07042 (908) 665-3635 | 1,140,000 |
| Long Island | LI House |
| 17 Maple Ave, West Nyack, NY 10994 (201) 341-0000 | 1,200,000 |
| New Jersey | Atlanta Station |
| 3022 Center Ave, Secaucus, NJ 07094 (201) 433-3333 | 1,340,000 |
| New Jersey | Kennelwood |
| 3028 Lawrence Ave, East Ave, NJ 07021 (201) 476-0000 | 1,320,000 |
| New Jersey | Machi |
| 1111 Ave 10, Succasun, NJ 07088 (201) 440-0000 | 1,350,000 |
| New Jersey | Seller Price |
| 2277 Maple Ave, Rockledge, NJ 07087 (201) 476-0000 | 1,380,000 |
| New Jersey | Tech House Supreme |
| 1022 Avenue A, East Ave, NJ 07088 (201) 440-0000 | 1,340,000 |
| SPA | |
| Midtown West | SH&ERAN new park |
| 1140 Ave 10, Secaucus, NJ 07088 (201) 440-0000 | 950,000 |
| Midtown West | Midtown Day Spa |
| 1140 Ave 10, Secaucus, NJ 07088 (201) 440-0000 | 950,000 |
| Midtown West | Spruence |
| 1140 Ave 10, Secaucus, NJ 07088 (201) 440-0000 | 950,000 |
| Bayshore Town | Aven Wellness Spa |
| 40 Ave 10, Secaucus, NJ 07088 (201) 440-0000 | 950,000 |
| East Village | TRIMMID Skinco |
| 1140 Ave 10, Secaucus, NJ 07088 (201) 440-0000 | 950,000 |

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Please Visit Our Website!
Updated Daily!

CHOPSTICKS

www.chopsticksny.com

MOONFLOWER SPA
For men and women

- Masage, microdermabrasion \$50**
- Body Works \$30-\$40**
- Facial, body treatment 20% OFF*

*Not First Experience Only
Our Product Vendors include some of the Best Customer Service Spas Around! Appointment Association Website

5 East 4th Street, 3rd Floor NY 10017 Sat. 9am - 6pm & Madison Ave.
11AM-9PM Mon-Fri 11AM-8PM (Sat Sun Closed on Tue) Spa Appointments Only
Call 212-477-4792 www.moonflower-spa.com



Shop Guide

APPAREL

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| Upper East | It by Elspie | Clothing |
| 111 Madison St. (at Bowling Green St.) | | |
| 212-697-6446 | | |
| Upper East | Royal Chic | Clothing |
| 334 Madison Ave. (at 59th St.) | | |
| 212-697-4525 | | |

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| Midtown West | Ruppia | Clothing |
| 100 W. 42nd St. (at 6th Ave.) | | |
| 212-697-4525 | | |
| Lower East | SOBBY 2000 | Clothing |
| 100 W. 42nd St. (at 6th Ave.) | | |
| 212-697-4525 | | |
| Lower East | Talco 7 | Clothing |
| 100 W. 42nd St. (at 6th Ave.) | | |
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| Upper East | UNWILD | Clothing |
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| Upper East | Kanaya Nakano IV | Clothing |
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Tricks & Trivia

How to use chopsticks

1. Pick up one chopstick and place it between the palm and the base of the thumb, using the ring finger (the fourth finger) to support the lower part of the stick. With the thumb, squeeze the stick down while the ring finger pushes it up. The stick should be stationary and very stable.
2. Use the tips of the thumb, index, and middle fingers to hold the other stick like a pen. Make sure the tip of the two sticks meet up.
3. Move the upper stick up and down towards the stable lower stick. With this motion you can pick up food of any size.
4. The two sticks function like a pair of pincers.

CHOPSTICKS

Exhibition

April 2 to 30

Shin Banzasho: A Cultural Memory
The Noguchi Museum
9-40 23rd Street, Long Island City, NY

This exhibition contains approximately forty photographic panels that document the creation and destruction of the Shin Banzasho (working space) at Keio University in Tokyo, Japan. It was a collaboration in memory of Noguchi's father, with Yoshino Taniguchi, who was the architect for the building, and the interior designer Isamu Noguchi, who helped Noguchi with the furniture design and fabrication for the room.

Info: 718/224-7388 or www.noguchimuseum.org

April 2 to 30

Tamara Karamkura's Illustration show
— Cats in The City —
Tebuya

144 West 19th St (bet 6th & 7th Ave), NYC

Tamara "Tammy" Karamkura, a cartoonist who has been drawing cats and human's animal lives in her works for 7 years in Japan, will have her illustration show at Tebuya. About 20 small acrylic colored pieces will be exhibited. You will meet anime-pomorphic cats living in the city, eating juicy chicken wings, teriyaki chicken sandwiches and green tea milk smoothies. Stop by the Japanese chicken wing shop, and you will find another pleasure.

Info: tammy@tammykaramkura.com or www.tbkline.com

Event Feature

Awakenings: Zen Figure Painting in Medieval Japan

March 28 thru June 17

Japan Society
333 East 47th Street, NYC
Info: 212-432-1155 or www.jpmsociety.org

The tradition of figure painting comes to the United States for the first time in three decades in *Awakenings*, an exhibition of Japanese (Zen) and Chinese (Chan) Buddhist art that features forty-seven exceptional Chinese and Japanese works of painting, ranging from the 12th to 16th century. *Awakenings: Zen Figure Painting in Medieval Japan* is co-curated by Gregory Levine, Associate Professor, Department of History of Art, University of California, Berkeley, and Yukio Iijima, Assistant Professor, Department of the History of Art & Architecture, Harvard University. Yoshiko Shimizu, Professor

of Japanese Art History, Princeton University serves as senior advisor to the exhibition. Walk-in tours and private tours can be arranged. Related to this exhibition, Talk of Zen Art in Historical & Comparative Context will be held at Princeton University on May 15 at 6:30pm.



The First Goodness, Kōshō Tōfuku
Open Edition, Gourdwood Japan Society
Japanese Museum, New York
Set of eight sliding door panels, 14 1/2 x 10 1/2 x 1/2 in.
Set of 10, 10 1/2 x 10 1/2 in. (wood) 12 1/2 x 10 1/2 in.
Set of 10, 10 1/2 x 10 1/2 in. (wood) 12 1/2 x 10 1/2 in.
Set of 10, 10 1/2 x 10 1/2 in. (wood) 12 1/2 x 10 1/2 in.
Set of 10, 10 1/2 x 10 1/2 in. (wood) 12 1/2 x 10 1/2 in.

April 10 to May 1
Museum Kado Exhibition

Agora Gallery
130 West 25th Street, NYC

Museum Kado draws on the ancient art of calligraphy and meditative Zen philosophy to create fluid works that evoke the simple beauty of daily life. Working with combinations of sumi ink, watercolor and colored pencil, his compositions depict women engaged in various common activities such as reading, reclining and weeping. Kado's mastery of the line directs our attention to the graceful splendor

of the female form as she moves through the everyday world.

Info: 212-238-6151 or www.agora-gallery.com

April 3 to May 6

Brushwork, Kazuo Tanahashi
Mandel Id Freeman Center for East Asian Studies
Wesleyan University
Middleton, Connecticut
Kazuo Tanahashi has exhibited his Zen calligraphy worldwide. Mr. Tanahashi will be in residence

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at Wesleyan for the first weekend of the exhibition. Kurano Tanishiro's residency at Wesleyan is supported in part by a grant from the Edward D. Snowdon Fund.
Info: 860-683-2339 or Shirley Lawrence: shawson@wesleyan.edu

May 4 to August 11

Miwa Yonagi: Deutsche Bank Collection
Chelsea Art Museum

350 W. 23rd St., NYC

Miwa Yonagi will feature over 30 photographs representing three unique bodies of work, and a new video. The photographs of Miwa Yonagi explore themes depicting the role of women in the context of Japanese society, yet reflecting archetypal concerns of women in general. Weaving both the imaginary and the real, Yonagi conjures compelling visions using theatrical set-ups and mesmerizing color.

Info: 212-233-4779 or www.deutschebank.com/art

May 24 to 31

Gallery The Nippon Club Art
Exhibition 2007

The Nippon Gallery

143 West 57th St., NYC

This exhibition features calligrapher Shusan Isaguchi and other selected calligraphers. Mr. Shusan's works are not only traditional work but also combination work between many ways of Japanese letter writing and picture. This exhibition includes 81 works on variety media such as



Shusan Isaguchi

hanging scrolls, frames, folding screens, square piece of papers, folding fans, picture papers and ceramics boards.

Info: 212-347-2322 or www.nipponclub.org

Performance

April 26

Yui Kitamura, composition
The Juilliard School

40 Lincoln Center Plaza, NYC

Composer Yui Kitamura performs at 8:30pm. This event is free.

Info: 212-779-5006 or www.juilliard.edu

May 6

Salon Series No. 28

Terrace Cultural Institute

434 West 136th Street, NYC

Salon Series No. 28 will present Gagaku, the Japanese court music, with a talk on the history and tradition of Gagaku, and also a contemporary music composition based on Gagaku played by Nyosika Schlierer on Shikubachi and Matsuo Takamasa on Koto. The program will include Tenmei and Ichikoku.

Info: 212-627-0265 or www.tenmei.com

May 11 & 12, 18 & 19

Works in Progress: Yukuo Moshima's Modern Noh Plays: Hanjo & The Lady Ace

Japan Society

333 East 47th Street, NYC

Revolutionary or repulsive? The amazing works of infamous novelist Yukio Mishima have elicited extreme responses over the decades. His modern nih plays from the 1960s were radical adaptations of the seminal nih classes, pitting stark traditional

Sushi or Sashimi?

Japanese words and phrases you need to know when dining

THIS month's words & phrases

"Osuuma"

"Kyo no osuuma wa (nani)?"

Sushi – Most New Yorkers know this word, but still seem to have some difficulties when ordering what they like at the counter. You don't have to speak perfect Japanese. Just remember this simple phrase: "Kyo no osuuma wa (nani)?" This means, "What are today's specials?" You can omit the word "sushi" (sushi) for the more colloquial expression. Say this phrase directly to the sushi chef at the sushi counter. Chefs will be glad to hear it, and may even give you some advice. However, do not get confused between sushi and sashimi. When you ask what today's "osuuma" is at the counter, don't be surprised if you're asked, "Sushi or Sashimi?" Or whether you would like to start with sushi or sashimi. Just remember, sushi comes with rice, Sashimi does not. Sushi can be divided into major 2 varieties, Nigiri and Maki. Nigiri is the one made with toppings laid onto hand-rolled clumps of rice. Maki is the one served rolled in non-fried sheets of seaweed (use these words for ordering when you go to any sushi restaurant. You will impress your date!

CHOPSTICKS Tricks & Trivia

Sake that New Yorkers Love

What Kind of Alcoholic Beverage is Sake?

New Sake might be the most widely used imported word in New Yorkers. It has played a central role in Japanese life and culture for the past 2000 years! Its alcohol content is from 13 to 16% and usually made from rice. 98% today New Yorkers pronounce it as "sake" but it is correctly pronounced as "sa-ke". As you have seen and heard there are basically Junmai-daru, Honjo-garu, Ginjo-shu, Daiginjo-shu and Nama-zake categories, and there are countless brands depending on the brewery (kumaj) and season.

CHOPSTICKS Tricks & Trivia

Welcome Shochu

Shochu is a Very Popular Alcoholic Beverage in Japan

Typically it is 25% alcohol by volume (some are higher). Shochu is distilled (made from wheat, barley, rice, sweet potatoes, yams, buckwheat, barley, etc.) and has no added sugar or entry flavors. The reason because it is popularly enjoyed not only for its taste but for its health benefits – there is evidence pointing the production of enzymes that break down blood clots and reducing the risk of heart attacks and diabetes. More convincingly, Shochu is known for leaving little to no hangover.

Meals against the dullness of modern existence. In this explanation of the impact of Mishima's modern nah plays, Leon Ingabard of the SITI Company stages a reading of *Hango* in which a young woman's endless waiting for her lover transports her into a state of insanity, and New York-based director Kimran Steele and his company The South Wing stage a workshop of AOP! based on Mishima's *The Lady Aoi*, a bizarre love triangle touched by supernatural jinxing. Starts at 7:30pm.

Info: 212-633-4753 or www.jpcommunity.org

May 12

String Quartet-in-Residence Tokyo String Quartet

Kaufmann Concert Hall

Lexington Ave. at 42nd St., NYC

Chamber works, songs and piano music form the soul of Schumann's intensely personal Romantic art. The Tokyo String Quartet marks the 150th anniversary of the composer's death with a series of concerts built around Schumann's most treasured chamber works. Distinguished artists from both sides of the Atlantic join the Tokyo String Quartet, performing works for strings, piano and voice that illustrate Schumann's mastery of many genres and his deep love of literature.

Info: (212) 633-3366 or www.tsqny.org

Hop, Step, J-pop!

J-pop, a.k.a. Japanese pop culture, seems to finally be popping up all over New York lately. *Japania* is the epitome of this. First, Japanese anime like *Sailor Moon* captured the imaginations of French people, and Palermo, which got lost just how old it's 10 year anniversary was also a huge hit in the U.S., and then the anime stars culture landed. Now, the first book about how the American experience-endorsed Japanese pop culture, called "Japanamerica: How Japanese Pop Culture has Conquered the U.S." (written by Roland Kato) tells many aspects of J-pop from Hayao Miyazaki's epic, *Senjimon* world of violent pornography, anime, *Puffy Ameyumi*, who were an

for Censor Network. *Japania* reveals Miyazaki's roots and more. The author Roland Kato, who is part American and Japanese, brought a real insight about the cross-cultural phenomenon. He has been observation and analysis on J-pop and J-culture. Explains and explains J-pop in NYC.



"Japanamerica"

<http://www.japanamerica.com/>

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212-640-8046

May 31 to June 2

Kawaiiya's mecha OUTPUT

Japan Society

333 East 47th Street NYC

New York based choreographer performance technology artist Kawaiiya presents a multimedia dance-

performance with live 3-D video and elements of traditional nah music and choreography from the classic nah play *Daigai*. The legends surrounding Daigai Temple in Wakiyama southern of Osaka, have inspired numerous nah and kabuki plays about the vengeful spirit of a spurned woman.

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Info: 212-832-1155 or www.japan-society.org



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April 28 & 29

Sakura Matsuri (Cheerful Blossom Festival)
Brooklyn Botanic Garden
1000 Washington Ave., Brooklyn NY

Participate in New York City's "rite of spring" at Sakura Matsuri. With over 200 trees in bloom, Brooklyn Botanic Garden's flowering cherries take center stage during this phenomenal weekend celebrating Japanese culture. Enjoy traditional Japanese music and dance, taiko drumming, ikebana, cooking, tea and craft demonstrations.

Info: 718-622-7300 or www.bbg.org

May 1

The North American premiere of *Many Faces of Chika*

Japan Society
333 East 47th Street, NYC

At Japan Society, the first-ever fictional film *Many Faces of Chika* (Mata no Ie no Chika) will be presented. This film is directed by Kazuo Kuroi, one of Japan's most internationally recognized filmmakers. The film starts at 7pm and the discussion starts at 9:20pm.

Info: 212-832-1155 or www.japan-society.org

May 5

Japan's Children's Day through Kamishibai Storytelling & Crafts-Making

Kodomo no Ie

Japan Society
333 East 47th Street, NYC

Learn firsthand about Children's Day (Kodomo no Ie) in Japan through kamishibai storytelling by children for children, and related song and dance and other interactive activities! Participants will enjoy traditional snacks (kashiwa mochi) and create their own samurai helmets (kabuto) and carp streamers (koisabori), traditional Children's Day decorations.

Info: 212-832-1155 or www.japan-society.org



FOOD HERE, THERE AND EVERYWHERE!

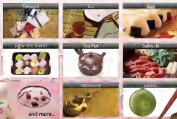
Katsu – New York's next big thing?

New York is a food emporium — we can get any kind of food from all over the world. Especially in the past five to 10 years, the food culture in New York has totally been enriched and is flourishing big time. Fortunately for us Japanese editors, Japanese cuisine has reached its most sophisticated and authentic level, so we don't get homesick so much. Many Japanese restaurants specialize in each of the many categories of food such as sushi, sashimi, tempura, yakitori, etc. and regional foods from Okinawa, Kyoto, Hokkaido or the type and style of cuisine such as kareoke, and so on (it gets even more segmented). But one dish that has not gained a huge following yet, and it's one that we miss a lot, is a deep-fried dish called Katsu (battered from "cutlet"). Japanese food fans not just crave of "new" foods but also have great deep-fried dishes like "age-mushi." Katsushika restaurant is a pioneer, although there are many other Japanese restaurants that serve very tasty "katsu" dishes. Japanese pork bread crumbs makes a light, crispy croquette. You know deep-fried pork (kushikatsu) for kids' sake, but a deep-fried sweetened meat or vegetable? The first Katsu-Q restaurant will be coming soon, bringing with it another dimension in the Japanese food culture and hopefully making Katsu one of your favorite new hot dishes.

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Around Town Happenings

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Info: PH-81-802 tokyofrostvalley@ymcaofny.org

◆ **Japanese cooking is much easier than you think.** Try these recipes.

The new book **Easy & Healthy Japanese Food for the American Kitchen** (Easy and Healthy Japanese Food for the American Kitchen is an easy-to-use cookbook geared towards all enthu-

siacs of Japanese food, especially those looking to prepare healthier meals for themselves and their families. Keiko Aoki, a former Miss Tokyo, a New York based global business consultant, and the wife of Japanese founder Rocky in Aoki, actively works with Rocky in his role as a cultural liaison between the United States and Japan.

\$24.95 • Hardcover • 144 pages • 7.25" x 9.5" published by Quill Driver Books/World Dance Press, Inc.

Info: <http://www.keikoandrocky.com/keiko/book/index.html>

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◆ **The simplest anti-aging skincare ever**—Dr. Ci Labo Early Summer Gift campaign

Dr. Ci Labo, the No. 1 Japanese medical cosmetics company, is known for its 5 in 1 multi-tasking moisturizer, Aqua-Collagen-Gel. Its skin care is also very simple. Take the special tips when you travel.

From May 4th Today through May 27th Sunday while supply lasts, when you purchase \$60 or more of Dr. Ci Labo products, you will get a Summer Travel Kit FREE and with the purchase of \$85 or more, you will get a Travel Kit FREE.

Info: 1-866-699-9226 or www.cilabo.com



Keiko Ono Aoki's HEALTHY FOOD INTERVIEW

Guest: Kazuo Okumura

(President of JETRO Japan External Trade Organization)

Keiko: It's a great success, isn't it?

Okumura: Yes, indeed. I can't even find any room around me!

Keiko: Well, there are so many people. How much did JETRO spend on this big event?

Okumura: Do you want a serious answer or no? (Laughs) This event is basically funded by the Japanese Ministry of Agriculture, Forestry, and Fisheries.

Keiko: It is obvious that many Americans are interested in Japanese cuisine these days. Why do you think it became so popular?

Okumura: You are the person who knows the answer, aren't you? I believe that American people consider Japanese food a healthy diet. It totally looks delicious and simple as well.

"We exhibit extremely high quality Japanese ingredients, which have not been introduced to the US yet."

On March 5th, Keiko visited the first Japanese food trade event in New York, organized by Japan External Trade Organization. In the pavilion, she interviewed Mr. Okumura.

Also, Japanese cuisine reflects our seasons very well. This is why Japanese cuisine is booming in this country. I believe.

Keiko: I totally agree with you. Japanese cuisine has an impression of high quality, but the most important thing is the fact that the all ingredients are so healthy. It is well known that Japanese people live long. This attracts Americans people. By the way, let me go back to our original question: how much did JETRO spend on this event?

Okumura: For today's event only we got funded about \$400,000.

Keiko: Wow! That's amazing. I guess, this is the first time that Japanese government had this level of fund for this type of promotion.

Okumura: Yes, it is the first time for food promotion in New York. As you know, we will have a few more events tomorrow. Also, we had a demonstration by Katsuo chef from Kyoto last night. We organized a demonstration in collaboration with chef David Bouley, where he created his own version of fusion menu with Japanese ingredients and culinary technique. So, our magazine talked about \$1 million.

Keiko: That's great.

Okumura: JETRO and the Japanese government funded a little less than \$700,000 Japanese corporations in the US supported the rest of the event.

Keiko: Any message to American people?

Okumura: In this pavilion, we exhibit extremely high quality Japanese ingredients, which have not been introduced to the US yet.

I'm hoping that these ingredients would penetrate American home cooking, not only the cooking professionals.

JETRO (Japan External Trade Organization)

JETRO has authorized the JETRO Japan Inc. in New York City to promote and support to foreign companies to develop the Japanese market. For more information, please contact us at info@jetro-usa.com or www.jetro-usa.com



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Every culture has quick meal for lunch, camping and picnics, and rice ball is the one for Japanese. Known as *omusubi* in Japanese, rice balls fulfill people's appetite anytime, anywhere. The popularity of rice ball is simplicity and varieties of flavors. In the middle of a rice ball with a pinch of salt mixed in, putting some seafood and wrapping the seaweed around makes a delicious and healthy meal on the go.

Oma-b, the rice ball specialty store located in the busy Midtown of Manhattan, is where to pick Japanese quick but delicious and high-quality rice balls. They serve over 600 rice balls everyday to those who grab quick breakfast on the way to work, look for simple healthy Japanese lunch box or late lunch meal in the afternoon. Seafood is necessary for their menu containing over 20 kinds of rice ball everyday.

Azuma Foods' seafood products are absolutely inevitable for the best rice ball that requires total freshness and superior quality of seafood. Azuma Foods' quality has already been proved at Oma-b. The crab meat topped rice ball topped with Azuma's crab-meat sticks and flying fish roe has already been one of the best sellers at Oma-b. In addition, Oma-b doesn't only serve traditional style rice



The deep-frozen ball is *shinko-banashi*. The toppings are a fresh shrimp and seaweed-flavored flying fish roe, beautifully decorated over rice just like a hot rice. The pinky rice adds more refreshing flavor to the rice ball.

balls but also contemporary style of rice ball, and Azuma Foods' large variety of seafood also helps Oma-b's staff to produce one-of-a-kind flavor for rice ball.

For Oma-b's creative staff, Azuma's high-quality seafood products are the key for best sellers and healthy food. Oma-b creates daily menu based on seasonal ingredients balanced combination of flavors and aesthetic work. Oma-b's staff says, "Seafood and lemon is always a luxurious combination," pointing a beautiful rice ball. The piece realizes that luxury over rice with squid and dark flying fish roe. A slice of lemon and lettuce are between the rice and seafood, and the rice base has red and dark flying fish roe. Azuma Foods' product provides all these to Oma-b. Everyday, people of Oma-b add unique idea to the very simple form of rice ball with Azuma Foods' fresh seafood.



The traditional style rice ball also provides great quick meal to go, just with a slice bit of fresh seafood. This trout is back, a rice ball with seaweed-made octopus and with octopus pieces with frenchise the Kaniwa spicy potato vegetable.

Oma-b is located at 199 East 45th Street (between Lexington and 3rd Avenues). Phone: 212-622-0768.



Oma-b's long-term best seller is the rice ball topped with seafood salad. The refreshing flavor of the salad is crab meat stick and Japanese food wheat flour mixed with miso-paste. Onion and radishes are scattered among the rice ball, and some fresh flying fish roe decorates the rice top.



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Good things are hard to find — and so it is with the grand yet unassuming flower shop, **Terry May Concept Flowers**, tucked inside the **Citigroup Center** on the corner of 53rd & Lexington.

Larger than any floral gift shop ever seen in Manhattan, the shop is an oasis of tranquility filled with eye-dazzling florals from floor to ceiling. The store opened last year on the first floor of the Citigroup building to the delight of Midtown East, and its spectacular designs and affordable prices have a large following. Old World and new flower varieties are flown in from around the world to create celebratory arrangements and bride-worthy bouquets for upscale homes and offices. Customer service is gracious and white glove, with decorative European wrapping papers and satin ribbons to personalize the bouquet.



Aside from flowers, the store carries a complete selection of faux flower arrangements and terrariums that are made by the company's in-house designers. Their bestselling signature products are the Water Crystal Series. A single-stem flower or bouquet is displayed in a vase filled with "crystal" water made of acrylic resin. Choose your favorite faux flowers and a vase, and have the staff make an original water crystal arrangement. Unlike the mass-produced quality of other creations, Terry May Concept Flowers maintains its originality by making no more than 3 of the same designs. View their product selection at www.TerryMayNY.com.

Terry May Concept Flowers

Inside the Citigroup Center Atrium, 1st Floor / 153 East 53rd Street (bet Lexington & 3rd Avenue)

www.TerryMayNY.com Mon-Fri: 8:30AM-8:00PM Saturdays open by appointment



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